

Star

1. The Reluctant Hero
2. Hometown Boy Makes Good
3. Us vs. Them

Story

Solution

In today's world of marketing, one of the most important things is to incorporate your character into everything you do - from your sales messages to your video and blog posts.

It's essential to bring your unique personality out in all your marketing efforts.

Gary Halbert, a famous marketer, talked about the three S's - the star, story, and solution - as important elements in creating a successful sales letter.

The star refers to the person who is the center of your story, and it could be you, one of your success stories, or anyone else.

The story should be gripping and grab the reader's attention, and the solution is what your product ultimately provides.

Frank Kern, another well-known marketer, talks about three different types of stars that you can incorporate into your business.

The first is the reluctant hero, someone who didn't intend to be a hero but stumbled upon a solution and helped others with it.

The second is the hometown boy or girl who makes it big, and the third is us versus them, which creates an us-against-the-world mentality.

Attractive character communication is vital to engage your audience, and the three S's - star, story, and solution - are essential elements that help you connect with your audience.

By incorporating these elements into your marketing, you can make a lasting impression on your audience and build a loyal following.

So, start noticing how successful marketers use these elements and see how you can incorporate them into your marketing efforts.